

Message Text

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ACTION EB-11

INFO OCT-01 EUR-25 ISO-00 CIAE-00 COME-00 INR-10 LAB-06

NSAE-00 PA-03 RSC-01 SIL-01 USIA-15 PRS-01 DRC-01

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FM AMEMBASSY BERN

TO SECSTATE WASHDC PRIORITY 8205

INFO USDOC WASHDC

UNCLAS BERN 3894

REF: USDOC 10936; BERN 3422, AUG. 16 BOTH BEING REPEATED
SECSTATE

1. COMAT ACCOMPANIED FRANKOVICH TO MEETING FOR DISCUSSION
SUBJECT WITH DR. WALTHARD, DIRECTOR, SWISS INDUSTRIES FAIR.
2. THROUGHOUT ONE-HOUR SESSION DR. WALTHARD MOST CORDIAL
AND RECEPTIVE TO FRANKOVICH DEMARCHE. OBVIOUS HE MOST
ANXIOUS TO ELIMINATE PRESENT PARTICIPATION RULES WHICH PRE-
CLUDE US PARTICIPATION SUBJECT FAIR AS NOTED PARA 3 BERN'S
3422. IN FACT, WALTHARD IN OUR PRESENCE MADE VALIANT BUT
UNSUCCESSFUL ATTEMPT TO FIND SPACE FOR FRANKOVICH GROUP WHICH
WOULD HAVE BEEN IN VIOLATION OF RULES HAD HE INDEED BEEN ABLE
TO ACCOMMODATE AMERICAN GROUP.
3. WALTHARD STATED THAT UNTIL PARTICIPATION RULES CHANGED
HE PREPARED TO INVITE FRANKOVICH GROUP AS "GUEST" PARTICIPANTS
1975 FAIR. ULTIMATE PROBLEM HE CONCEDED IS CHANGING
CURRENT RULES TO PERMIT WORLD-WIDE PARTICIPATION SUBJECT
FAIR. IN THIS CONNECTION HE SUGGESTED SEVERAL TIMES
DURING SESSION THAT USG EXPRESS ITS STRONG DESIRE FOR
EARLY CHANGE OF GROUND RULES. HE BELIEVES THAT US DEMARCHE
NOW WOULD BE PROPITIOUS IN VIEW OF FORTHCOMING GATT
DELIBERATIONS NTBS.

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4. WALTHARD THEN RECOMMENDED FRANKOVICH PROCEED WITH

PLANS FOR OFF-SITE EXHIBIT AT MERIAN HOTEL WITH INFO
BOOTH LOCATED WITHIN CONFINES BHRIPYHC IFFD). HE

SUGGESTED THAT PERHAPS GERMAN JEWELERS ASSN WHICH HAS
BEEN ALLOCATED 40 SQ. METERS FOR BIO WOULD BE WILLING GIVE
FRANKOVICH SPACE.

5. SINCE FRANKOVICH HAS CLOSE TIES TO GERMAN GROUP AND
GIVEN FACT LATTER GETS "ROYAL" TREATMENT AT NY RETAIL
JEWELERS EXHIBIT EACH YEAR, FRANKOVICH PLANNING TODAY
TO DIPLOMATICALLY PRESSURE DR. GROSSE OF GERMAN ASSN FOR
AT LEAST 15 SQ. METERS SPACE.

6. MEANWHILE PLANS GOING FORWARD FOR USE MERIAN HOTEL
FOR ACTUAL US EXHIBIT. MET ALSO WITH REPS OF GRAPHIC
ARTS FIRM WHO PRESENTED FRANKOVICH WITH BASIC PRICE
DATA FOR SETTING UP US EXHIBIT. COMAT WILL DO NECESSARY
TO OBTAIN FEDERAL AND CANTONAL AUTHORITIES' PERMISSION
FOR US GROUP TO EXHIBIT CONCURRENTLY WITH BASEL FAIR.

ACTION REQUESTED: SUGGEST DEPT RAISE WITH SWISS EMBASSY
ASAP MATTER CHANGING RULES TO PERMIT US PARTICIPATION
BASEL FAIR. THEREAFTER, EMBASSY WILL FOLLOW UP HERE
BASIS DEPT'S CABLED REPORT ITS DEMARCHE.

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